

Greece

COVID-19: AFFECTING THE FMCG SALES

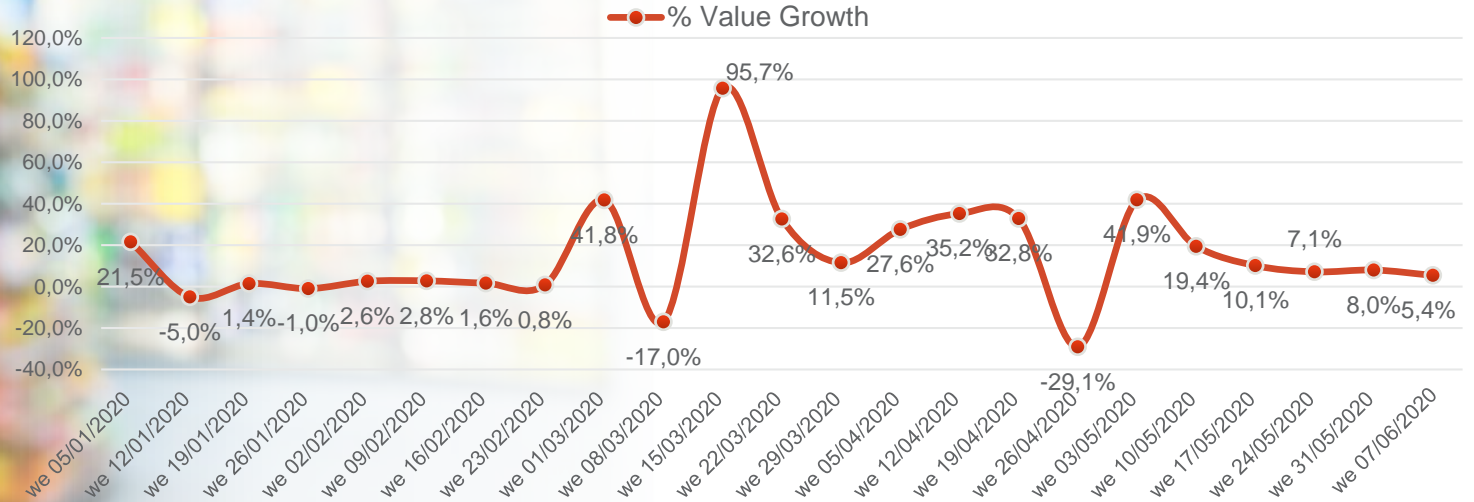
Periods Analyzed: w.e. 07.06.20 vs w.e. 09.06.19

Source: IRI InfoScan, HM/SM + Bazaar (Mainland & Crete)/
Random Weight not Included

Weekly Value Sales Trends for SM/HM 2020

HM/SM Weekly Value Sales Trends (calendar weeks comparison)

YTD vs YTD, YA: **+14,0%**



Total FMCG sales increased by 5,4% Last week vs Year ago

w.e. 07.06.20 vs w.e. 09.06.19

340
FMCG
CATEGORIES

Food	Household	Personal Care / Hygiene	All Others
168	41	45	86
7,6%	-1,0%	2,0%	1,5%

Week Ending
09.06.19



Week Ending
07.06.20

113,23€ Ms

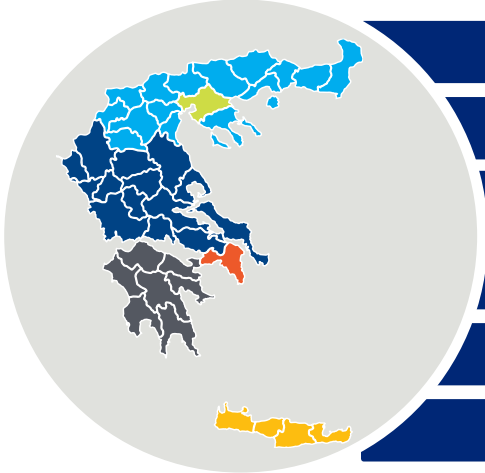


119,39€ Ms

Total FMCG industry: **+ 5,4%**

Areas value growths and contributions

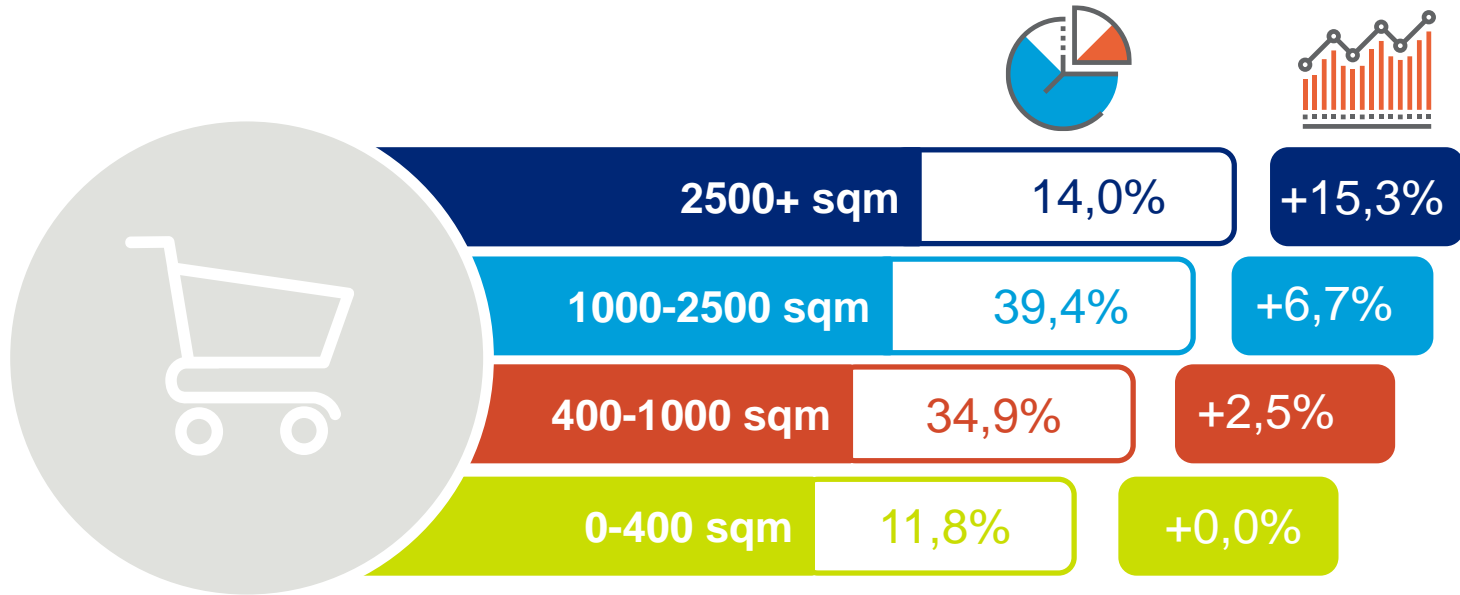
w.e. 07.06.20 vs w.e. 09.06.19



Attica	52,3%	+3,4%
Salonika	10,4%	+7,2%
Center	13,7%	+13,6%
North	9,2%	+6,6%
Pel/sos	8,1%	+16,7%
Crete	6,3%	-8,9%

Shop Types value growths and contributions

w.e. 07.06.20 vs w.e. 09.06.19



THANK YOU!



For More Information, Contact Us...

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